1995 DEFENSIVE MAILINGS: CPM ANALYSIS

		COST	COUPON VALUE	RESPONSE	% RESPONSE	UNITS MOVED	CPM
DEF #1	Feb-95	$352,446	$1 off 4 packs/carton	26,502	13.06%	4,028,304	
			$2 off 4packs/carton	8,960	4.41%	1,361,920	
			$2 off 4packs/carton	13,887	6.84%	2,110,824	
			$1 off 4packs/carton	4,604	2.27%	699,808	
			$2 off 4packs/carton	6,485	3.19%	985,720	
						9,186,576	**$38.37**
DEF #2	Apr-95	$772,288	$1 off 4packs/carton	49,364	26.40%	7,503,328	
			Continuity (35 UPCs)	543	0.29%	380,100	
			Continuity (150 UPCs)	2,705	1.45%	8,115,000	
			Continuity (185 UPCs)	10,227	5.47%	37,839,900	
						53,838,328	**$14.34**
DEF #3	Jun-95	$313,684	$1 off 4packs/carton	54,630	29.21%	**8,303,760**	**$37.78**
DEF #4	Aug-95	$264,227	$1 off 4 packs/carton	48,147	24.07%	**7,318,344**	**$36.10**
DEF #5	Oct-95	$1,327,857	$1 off 4packs/carton	47,988	23.99%	7,294,176	
			Continuity (30 UPCs)	21,312	10.66%	12,787,200	
			Continuity (200 UPCs)	13,700	6.85%	54,800,000	
						74,881,376	**$17.73**
TOTAL		$3,030,502				**153,528,384**	**$19.74**

do '96 YTD
offensive + defensive.

95 coupon modeling
96 C+G
97 age/demo

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Source: https://www.industrydocuments.ucsf.edu/docs/ttln0004